FOOD PRE VUE

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture — February 28, 1962
Agricultural Marketing Service — F P - 57

GENERAL REPORT......February 1962: Food stocks for the rest of this winter and early spring will generally be larger than a year earlier. Despite the increased purchasing power of consumers and the expected relatively abundant supply of food available at favorable prices for this year, consumption of food per capita will probably average about the same as 1961. Retail prices are expected to average slightly higher in the first quarter of 1962 than last year. The rise is mainly due to increases in prices of chickens and fresh fruits and vegetables.

MEAT................Supplies are down seasonally, but still greater than last winter. Consumption per capita in 1962 will probably average a little below last year's rate--161 lbs.--since the increase in meat supply is likely to be less than population growth. Retail meat prices this year are not expected to be much different from 1961 levels.

Beef.............Expected increase in production, largely in the second half of 1962, is not likely to be large enough to yield a consumption rate equal to last year's record high. Prices during the next few months should hold steady to strong.

Pork.............Supplies are running below the seasonal peak of last fall and retail prices have increased from relatively low levels of last fall. But in the early spring, retail prices are expected to decline slightly again with the seasonal rise in pork supplies.

Lamb.............Commercial slaughter for the first quarter of 1962 is expected to be significantly below slaughter during the same period last year. Because of the nature of the demand for lamb, prices this winter will probably not rise by the same percent that slaughter will fall, but price rises are in prospect for the remainder of the winter to bring prices above last year's levels.

POULTRY:

Broiler-Fryers....Consumption per capita probably will be a little lower this year than last. The build-up of broiler supplies during the second quarter is expected to be more moderate than last year's large increase which resulted in a very sharp price decline. Retail prices have increased from the low 1961 year-end levels and are expected to be around year-earlier levels in the next few months.

Turkeys..........Frozen stocks as of February 1 were 253 million pounds--enough to hold prices below last year over the next few months. Producers have expressed their intentions to raise 12 percent

fewer birds this year than last, but consumption per capita for 1962 is expected to be only moderately below last year's 7.7 pounds.

<u>Eggs</u>............. Supplies promise to be more plentiful in the first half of the year as compared to 1961, but per capita consumption for 1962 as a whole is likely to stay near last year's 323 eggs. Output is rising seasonally and is expected to reach its peak this spring.

<u>DAIRY</u>.............. Large commercial stocks on January 1 and prospects for further increases in production indicate that market supplies will continue to be much higher than commercial demand.

<u>VEGETABLES</u>:

<u>Fresh</u>............. Supplies will probably be 12 percent less than last year and 4 percent below average. Declines from last year are indicated for <u>cabbage</u>, <u>lettuce</u>, <u>tomatoes</u> and <u>celery</u> with only <u>carrots</u>, <u>sweet corn</u> and <u>spinach</u> showing material gains.

<u>Processed</u>......... <u>Frozen</u> stocks declined seasonally during January and on February 1 totaled 1.1 billion pounds. Total supplies of <u>canned</u> vegetables are moderately above last season and materially above average.

<u>Potatoes</u>.......... More will be available into mid-spring than a year earlier. Indicated production of <u>winter</u> crop, at 4.2 million cwt., is smaller than last year. But February 1 stocks from the <u>fall</u> crop were 93 million cwt.--9 million cwt. above last year. Supplies of <u>sweet potatoes</u> during the next 2 to 3 months probably will be about the same as a year earlier.

<u>FRUIT</u>:

<u>Oranges</u>........... Crop estimates on February 1 were 122 million boxes, 5 percent <u>above</u> the 1960-61 crop.

<u>Grapefruit</u>........ Production on February 1 was forecast at 40.6 million boxes, 6 percent <u>below</u> last year's crop.

<u>Lemons</u>............ Crop is forecast at 16.5 million boxes, 17 percent over last year and 10 percent above average.

<u>Frozen</u>............ Stocks of 487 million pounds (excluding juices) on February 1 compare with 452 million held on February 1, 1961 and 441 million pounds, the 1957-61 average for February 1.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

MARCH IS EGG MONTH.	March 1 - 31
GOOD BREAKFAST MONTH.	March 1 - 31
CEREAL AND MILK SPRING FESTIVAL	April 1 - 30
HONEY FOR BREAKFAST WEEK.	April 22 - 28
IT'S FISH 'N SEAFOOD TIME	April 1 - 22
SCALLOP WINNERS FOR LENTEN DINNERS.	April 1 - 22